

ORDER



Orders
Order / Rev: 361854
Alt Order #: 06862307
Product Desc: NRSC/DEAN HELLER
Estimate:
Flight Dates: 10/10/12 - 10/16/12
Original Date / Rev: 10/09/12 / 10/09/12
Order Type: GENERAL

KTNV - Las Vegas

Primary AE: Anjanette Brady
Sales Office: PPH
Sales Region: NAT

Agency
Name: Strategic Media Services
Buying Contact:
Billing Contact:
 3299 K Street NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Heller/R/Senate
Demographic: A35+
Product Codes: PL State Senate
Priority: P-05
Revenue Codes: AGY-TRANS, POL CAND, CAND

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	55	\$19,625.00	\$16,681.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	55	\$19,625.00	\$16,681.25	0.00
Totals	55	\$19,625.00	\$16,681.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjanette Brady			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KTNV - Las Vegas	18%	\$19,625.00
Market	100%	\$109,027.78

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KELV	0%	\$0.00
KFBT	0%	\$0.00
KHDF	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$27,256.94
KLVS	0%	\$0.00
KMCC	0%	\$0.00
KSNV	26%	\$28,347.22
KTUD	1%	\$1,090.28
KVMY	5%	\$5,451.39
KVVU	22%	\$23,986.11
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$3,270.83

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTNV	10/10/12	10/12/12	M-F 6-7am Action News	CM	M-F 6-7a	-- WTF--	:30	2	\$250.00	P-05	0.00	NM	1	\$250.00

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Estimate:

KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6AM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--				2	\$250.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
2	KTNV	10/08/12-10/14/12		M-F 6-7am		M-F 6-7a		--WThF----	:30	(\$250.00)	0.00	NM		
See MG 19.2,19.3,19.4,19.5,19.6,19.7,19.8,19.9,19.10														
E 2	KTNV	10/15/12	10/16/12	M-F 6-7am Action News	CM	M-F 6-7a (6:00 AM-6:30 AM)	MT-----	:30	1	\$250.00	P-05	0.00	NM	1 \$250.00
6AM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----				1	\$250.00		0.00			
E 3	KTNV	10/10/12	10/12/12	M-F 6-7am Action News	CM	M-F 6-7a (6:30 AM-7:00 AM)	--WTF--	:30	2	\$250.00	P-05	0.00	NM	1 \$250.00
630AM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--				2	\$250.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	KTNV	10/08/12-10/14/12		M-F 6-7am		M-F 6-7a	(6:30 AM-7:00 A--	WThF----	:30	(\$250.00)	0.00	NM		
See MG 19.2,19.3,19.4,19.5,19.6,19.7,19.8,19.9,19.10														
E 4	KTNV	10/15/12	10/16/12	M-F 6-7am Action News	CM	M-F 6-7a (6:30 AM-7:00 AM)	MT-----	:30	1	\$250.00	P-05	0.00	NM	1 \$250.00
630AM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----				1	\$250.00		0.00			
E 5	KTNV	10/10/12	10/12/12	M-F 7-9a Good Morning America	CM	M-F 7-9a	--WTF--	:30	1	\$250.00	P-05	0.00	NM	0 \$0.00
GOOD MORNING AMERICA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--				1	\$250.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	KTNV	10/08/12-10/14/12		M-F 7-9a		M-F 7-9a		--WThF----	:30	(\$250.00)	0.00	NM		
See MG 19.2,19.3,19.4,19.5,19.6,19.7,19.8,19.9,19.10														
E 6	KTNV	10/15/12	10/16/12	M-F 7-9a Good Morning America	CM	M-F 7-9a	MT-----	:30	1	\$250.00	P-05	0.00	NM	1 \$250.00
GOOD MORNING AMERICA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----				1	\$250.00		0.00			
E 7	KTNV	10/10/12	10/12/12	Action News Live @ 9a Action News Live @ 9a	CM	M-F 9a-10a	--WTF--	:30	1	\$200.00	P-05	0.00	NM	1 \$200.00
THE MORNING BLEND														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--				1	\$200.00		0.00			
E 8	KTNV	10/10/12	10/12/12	M-F 11-12p Action News	CM	M-F 11-12p	--WTF--	:30	2	\$250.00	P-05	0.00	NM	1 \$250.00
MIDDAY NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--				2	\$250.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
2	KTNV	10/08/12-10/14/12		M-F 11-12p		M-F 11-12p		--WThF----	:30	(\$250.00)	0.00	NM		
See MG 19.2,19.3,19.4,19.5,19.6,19.7,19.8,19.9,19.10														
E 9	KTNV	10/15/12	10/16/12	M-F 11-12p Action News	CM	M-F 11-12p	MT-----	:30	1	\$250.00	P-05	0.00	NM	1 \$250.00
MIDDAY NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----				1	\$250.00		0.00			
E 10	KTNV	10/10/12	10/12/12	The Chew 12p-1p M-F 12p-1p	CM	12p-1p	--WTF--	:30	1	\$250.00	P-05	0.00	NM	1 \$250.00
THE CHEW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--				1	\$250.00		0.00			
E 11	KTNV	10/15/12	10/16/12		CM	12p-1p		:30	1	\$250.00	P-05	0.00	NM	1 \$250.00

KTNV - Las Vegas

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Estimate:

KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 19	KTNV	10/10/12	10/12/12	Judge Judy 4p-5p Judge Judy 4p-5p	CM	M-F 4P-5P (4:00 PM-4:30 PM)	-- WTF-- :30	1	\$225.00	P-05	0.00	NM	9	\$2,375.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-- WTF--			1		\$225.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KTNV	10/08/12-10/14/12	Judge Judy 4p-5p	M-F 4P-5P		(4:00 PM-4:30 P-- WThF----	:30		(\$225.00)		0.00	NM		
See MG 19.2,19.3,19.4,19.5,19.6,19.7,19.8,19.9,19.10														
2	KTNV	10/11/12-10/11/12	Judge Judy 4p-5p	M-F 4P-5P		(4:00 PM-4:30 P--- Th-----	:30		\$225.00		0.00	NM		
Ⓜ MG for 3.1,31.1,14.1,5.1,1.2,16.1,19.1,23.1,8.2														
3	KTNV	10/11/12-10/11/12	M-F 6-7p	M-F 6-7p		(6:00 PM-6:30 P--- Th-----	:30		\$325.00		0.00	NM		
Ⓜ MG for 3.1,31.1,14.1,5.1,1.2,16.1,19.1,23.1,8.2														
4	KTNV	10/11/12-10/11/12	M-F 6-7am	M-F 6-7a		(6:30 AM-7:00 A--- Th-----	:30		\$250.00		0.00	NM		
Ⓜ MG for 3.1,31.1,14.1,5.1,1.2,16.1,19.1,23.1,8.2														
5	KTNV	10/11/12-10/11/12	2p Syndicated Show	2p-3p		--- Th-----	:30		\$250.00		0.00	NM		
Ⓜ MG for 3.1,31.1,14.1,5.1,1.2,16.1,19.1,23.1,8.2														
6	KTNV	10/11/12-10/11/12	M-F 11:35-12:05a	M-F 11:35-12:05a		--- Th-----	:30		\$350.00		0.00	NM		
Ⓜ MG for 3.1,31.1,14.1,5.1,1.2,16.1,19.1,23.1,8.2														
7	KTNV	10/11/12-10/11/12	M-F 11-12p	M-F 11-12p		--- Th-----	:30		\$250.00		0.00	NM		
Ⓜ MG for 3.1,31.1,14.1,5.1,1.2,16.1,19.1,23.1,8.2														
8	KTNV	10/11/12-10/11/12	3p Millionaire	M-F 3P-330P		--- Th-----	:30		\$225.00		0.00	NM		
Ⓜ MG for 3.1,31.1,14.1,5.1,1.2,16.1,19.1,23.1,8.2														
9	KTNV	10/11/12-10/11/12	M-F 6-7am	M-F 6-7a		--- Th-----	:30		\$250.00		0.00	NM		
Ⓜ MG for 3.1,31.1,14.1,5.1,1.2,16.1,19.1,23.1,8.2														
10	KTNV	10/11/12-10/11/12	M-F 7-9a	M-F 7-9a		--- Th-----	:30		\$250.00		0.00	NM		
Ⓜ MG for 3.1,31.1,14.1,5.1,1.2,16.1,19.1,23.1,8.2														
E 20	KTNV	10/15/12	10/16/12	Judge Judy 4p-5p Judge Judy 4p-5p	CM	M-F 4P-5P (4:00 PM-4:30 PM)	MT----- :30	1	\$225.00	P-05	0.00	NM	1	\$225.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----			1		\$225.00		0.00			
E 21	KTNV	10/15/12	10/16/12	Judge Judy 4p-5p Judge Judy 4p-5p	CM	M-F 4P-5P (4:30 PM-5:00 PM)	MT----- :30	1	\$225.00	P-05	0.00	NM	1	\$225.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----			1		\$225.00		0.00			
E 22	KTNV	10/15/12	10/16/12	M-F 5-5:30p Action News @ 5p	CM	M-F 5-5:30p MT-----	:30	1	\$300.00	P-05	0.00	NM	1	\$300.00
5PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----			1		\$300.00		0.00			
E 23	KTNV	10/10/12	10/12/12	M-F 6-7p Action News	CM	M-F 6-7p (6:00 PM-6:30 PM)	-- WTF-- :30	1	\$325.00	P-05	0.00	NM	0	\$0.00
6PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-- WTF--			1		\$325.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KTNV	10/08/12-10/14/12	M-F 6-7p	M-F 6-7p		(6:00 PM-6:30 P-- WThF----	:30		(\$325.00)		0.00	NM		
See MG 19.2,19.3,19.4,19.5,19.6,19.7,19.8,19.9,19.10														
E 24	KTNV	10/15/12	10/16/12	M-F 6-7p Action News	CM	M-F 6-7p (6:00 PM-6:30 PM)	MT----- :30	1	\$325.00	P-05	0.00	NM	1	\$325.00
6PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----			1		\$325.00		0.00			
E 25	KTNV	10/10/12	10/12/12	M-F 6-7p Action News	CM	M-F 6-7p (6:30 PM-7:00 PM)	-- WTF-- :30	1	\$325.00	P-05	0.00	NM	1	\$325.00
630PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-- WTF--			1		\$325.00		0.00			

Advertiser:	Heller/R/Senate
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Estimate:	

KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 26	KTNV	10/15/12	10/16/12	M-F 6-7p Action News	CM	M-F 6-7p (6:30 PM-7:00 PM)	MT-----	:30	1	\$325.00	P-05	0.00	NM	1	\$325.00
630PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					1	\$325.00		0.00			
E 27	KTNV	10/10/12	10/12/12	7p-730p M-F 7p Access Hollywood	CM	7p-730p	--WTF--	:30	1	\$225.00	P-05	0.00	NM	1	\$225.00
ACCESS HOLLYWOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					1	\$225.00		0.00			
E 28	KTNV	10/15/12	10/16/12	7p-730p M-F 7p Access Hollywood	CM	7p-730p	MT-----	:30	1	\$225.00	P-05	0.00	NM	1	\$225.00
ACCESS HOLLYWOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					1	\$225.00		0.00			
E 29	KTNV	10/10/12	10/12/12	M-F 7:30-8p Millionaire	CM	M-F 730-8p	--WTF--	:30	1	\$225.00	P-05	0.00	NM	1	\$225.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					1	\$225.00		0.00			
E 30	KTNV	10/15/12	10/16/12	M-F 7:30-8p Millionaire	CM	M-F 730-8p	MT-----	:30	1	\$225.00	P-05	0.00	NM	1	\$225.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					1	\$225.00		0.00			
E 31	KTNV	10/10/12	10/12/12	M-F 11:35-12:05a Nightline	CM	M-F 11:35-12:05a	--WTF--	:30	1	\$350.00	P-05	0.00	NM	0	\$0.00
NIGHTLINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					1	\$350.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KTNV	10/08/12-10/14/12		M-F 11:35-12:05a		M-F 11:35-12:05a	--WThF----	:30		(\$350.00)		0.00	NM		
See MG 19.2, 19.3, 19.4, 19.5, 19.6, 19.7, 19.8, 19.9, 19.10															
E 32	KTNV	10/15/12	10/16/12	M-F 11:35-12:05a Nightline	CM	M-F 11:35-12:05a	MT-----	:30	2	\$350.00	P-05	0.00	NM	2	\$700.00
NIGHTLINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$350.00		0.00			
E 33	KTNV	10/15/12	10/15/12	Monday ABC Prime C CASTLE	CM	CASTLE	M-----	:30	1	\$1,750.00	P-05	0.00	NM	1	\$1,750.00
CASTLE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$1,750.00		0.00			
E 34	KTNV	10/16/12	10/16/12	Tue ABC Prime B DANCING RESULTS	CM	DANCING RESULTS	-T-----	:30	1	\$4,000.00	P-05	0.00	NM	1	\$4,000.00
DANCING RESULTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$4,000.00		0.00			
E 35	KTNV	10/13/12	10/14/12	Sat-Sun 5a-6a Action News Sat-Sun 5a-6a Action News	CM	Sat-Sun 5a-6a (5:00 AM-5:30 AM)	-----SS	:30	2	\$175.00	P-05	0.00	NM	2	\$350.00
WEEKEND 5AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----SS					2	\$175.00		0.00			
E 36	KTNV	10/13/12	10/14/12	Sat-Sun 5a-6a Action News Sat-Sun 5a-6a Action News	CM	Sat-Sun 5a-6a (5:30 AM-6:00 AM)	-----SS	:30	2	\$175.00	P-05	0.00	NM	2	\$350.00
WEEKEND 530AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----SS					2	\$175.00		0.00			
E 37	KTNV	10/13/12	10/14/12	Sat-Sun 6-7a Action News	CM	Sat-Sun 6-7a (6:00 AM-6:30 AM)	-----SS	:30	2	\$225.00	P-05	0.00	NM	2	\$450.00
WEEKEND 6AM NEWS															

KTNV - Las Vegas